

ABSTRACT OF THE DISCLOSURE

FORMULATIONS DESIGNED TO BE APPLIED ON
KERATINOUS MATERIAL AND TO BE RINSED

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The invention concerns a formulation designed to be applied on keratinous material such as the skin, the hair, and to be rinsed with an aqueous rinsing medium, in the form of a stable dispersion for a pH ranging between 3 and 5.5, and comprising at least one active substance, a vector agent consisting of at least one organic polymer capable of bringing said active substance to the surface of the keratinous material during the rinsing process, and optionally at least one salt soluble in the formulation; the active substance, whether or not in liquid form, has in the medium of the formulation, a global cationic or zero charge; it is insoluble in the formulation medium and stabilized by means of a cationic surfactant and it remains insoluble or tends to swell in the rinsing medium; the invention also concerns methods for treating keratinous material using said formulation, as well as the use of a vector agent consisting of at least an organic polymer in the formulation as agent capable of bringing the active matter to the surface of the keratinous matter during the rinsing process